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The new box isn't the real news.

Frankly, we don't expect anyone to go ga-ga over Merit Ultra Lights simply because they now come in a box. Oh, sure, it's a terrific package—the Flip-Top® is very handy, and the sturdy sides stand up to all kinds of abuse. What's really exciting is inside. Thanks to Enriched Flavor,™ Merit Ultra Lights delivers real taste satisfaction. And that's great news in ultra low tar smoking.

Enriched Flavor,™ ultra low tar. A solution with Merit.

New Merit Ultra Lights Box.

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Kings: 5 mg "tar," 0.5 mg nicotine—100's: 6 mg "tar," 0.6 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

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Source: https://www.industrydocuments.ucsf.edu/docs/nqjx0001

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